

Google Authorship Extension for Magento

User Manual

Extension Version: 1.0.x

Document Updated: March 13, 2013



StoreFront Consulting, Inc
9807 Old Court Rd
Baltimore, MD 21244

Table of Contents

Overview.....	3
Extension Features	3
Why Do I Need Google Authorship Tags.....	3
Google Authorship and SEO – Author Rank?.....	4
System Requirements.....	5
Installation – Step by Step Instructions	6
Configuration	10
Extension Support, Contact Information and References	14
Extension Support Provided by StoreFront Consulting, Inc.....	14

Overview

Magento Google Authorship

storefrontconsulting.com/blog/magento_google_authorship.html



by StoreFront - in 159 Google+ circles - More by StoreFront

Jan 14, 2013 – The StoreFront Google Authorship extension provides an easy way for you to associate Google Authorship tags with your CMS...

The StoreFront Google Authorship Magento extension allows you to link Magento CMS pages to with Google authorship information by using rel="author" on relevant CMS pages. The author is configurable on page-by-page basis and the extension places an authorship block at the bottom of your CMS page content, as well as placing the tag in your page .

Extension Features

- Adds rel="author" tag to CMS page content
- Adds an author block to bottom of CMS pages
- Adds meta data to HTML page head

Why Do I Need Google Authorship Tags

Using the rel="author" tag on any content from your company allows anyone to find all your content easily. This helps increase exposure and ensures all your content is clearly attributed to your personal and business brand.

The author tags are a boon to SEO as well. The term author rank emerged in 2012 and it is widely expected that Google will start using authorship information as a signal for search.

Buzz Around Forrester Report on "Agile Commerce" - StoreFront ...

www.storefrontconsulting.com/.../buzz-forrester-agil...



by Garth Brantley - in 28 Google+ circles - More by Garth Brantley

Mar 12, 2011 – Of course we love "agile" anything here at StoreFront, but typically I am not a fan when ... **Buzz Around Forrester Report on "Agile Commerce" ... Important Magento Security Update (Zend Framework), Action Required - A Blog ...**

The rel="author" tag also allows Google to create enhanced search results. The enhanced search results include an author photo, Google+ information and a link to find more content by this author. This draws attention to your results and helps improve your conversion rate versus other results without authorship information.

Google Authorship and SEO – Author Rank?

Eric Schmidt of Google is on record predicting that, before long, authorship information will be a factor in search results rankings.

“Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance.” – Eric Schmidt, *The New Digital Age*

SEO's have coined the term author rank to signify the use of authorship information to rank authors, and their content in search results. It is fully expected that Google will start considering the author rank signal in search soon and that this signal will become a very important factor in the near future. In addition, the enhanced search result listings your content will garner with `rel="author"` tags will increase click-through rate, which in turn will also help your search rankings.

System Requirements

Make sure your Magento instance meets the following system requirements, which are necessary for Magento and the extension to run correctly. At a minimum, the following software is required:

- Supported Operating Systems:
 - Linux x86, x86-64
- Supported Web Servers:
 - Apache 1.3.x
 - Apache 2.0.x
 - Apache 2.2.x
- Supported Browsers:
 - Microsoft Internet Explorer 7 and above
 - Mozilla Firefox 3.5 and above
 - Apple Safari 5 and above on Mac only
 - Google Chrome 7 and above
 - Adobe Flash browser plug-in should be installed
- PHP Compatibility:
 - 5.2.13+
 - Required extensions:
 - PDO_MySQL
 - simplexml
 - mcrypt
 - hash
 - GD
 - DOM
 - iconv
 - curl
 - SOAP (if Web services API is to be used)
 - Safe_mode off
 - Memory_limit no less than 256Mb (preferably 512)
- MySQL:
 - 4.1.20 or newer
 - InnoDB storage engine
- SSL:
 - If HTTPS is used to work in the admin, SSL certificate should be valid. Self-signed SSL certificates are not supported
- Server - hosting - setup:
 - Ability to run scheduled jobs (crontab) with PHP 5
 - Ability to override options in .htaccess files

For more info on Magento system requirements, visit:
<http://www.magentocommerce.com/system-requirements>

Installation – Step by Step Instructions

Note: Due to the complexity of the extension, installation is only supported via Magento Connect. While it is possible to install the extension by copying files from the extension package directly to your Magento instance base folder, this method is prone to error and can make uninstalling and upgrading the extension more difficult.

Note: Magento Connect requires write permissions to your Magento instance files. Write permission can be granted temporarily during the install and revoked after the installation is complete.

- 1) Set your file system permissions to writable (777) for your Magento base folder and all sub-folders and files. Instructions on how to change your permissions can be found at Magento's official knowledge base:

http://www.magentocommerce.com/wiki/groups/227/magento_connect

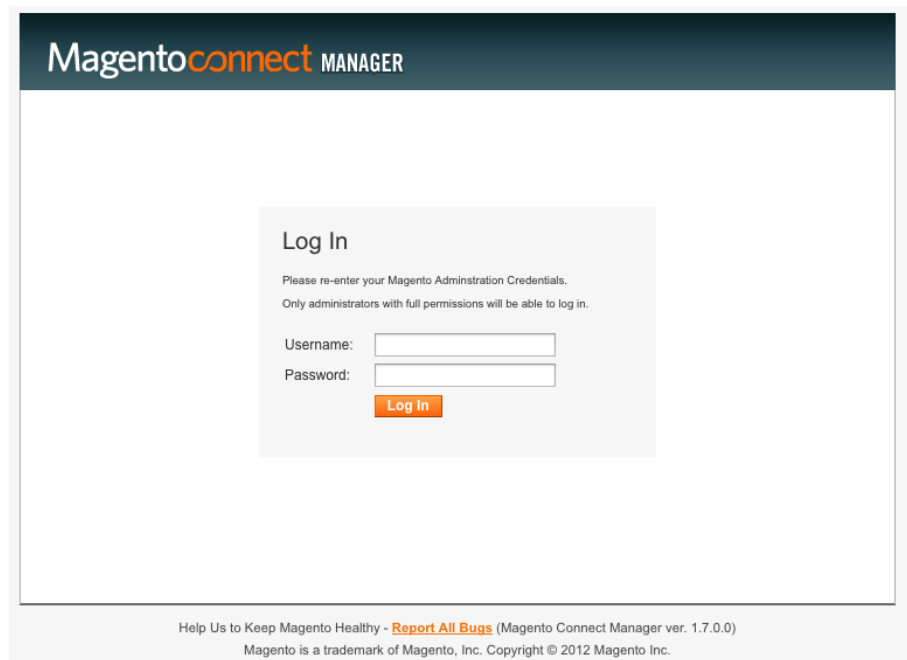
http://www.magentocommerce.com/wiki/1_-_installation_and_configuration/magento_filesystem_permissions

- 2) Login to the Magento Admin panel.

- 3) Navigate to **System > Magento Connect > Magento Connect Manager**

The screenshot displays the Magento Enterprise Admin Dashboard. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Mobile', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. A 'Global Record Search' bar and a 'Logged in as chris' status are also visible. A 'Latest Message' banner at the top left mentions a 'Zend Platform Vulnerability'. The main dashboard area is divided into several sections: 'Lifetime Sales' (\$0.00), 'Average Orders' (\$0.00), 'Last 5 Orders' (showing a table with 1 row), 'Last 5 Search Terms' (showing 'No records found'), and 'Top 5 Search Terms' (showing 'No records found'). On the right side, a 'Tools' menu is open, listing various administrative functions. The 'Magento Connect' option is highlighted, and its sub-menu is visible, showing 'Magento Connect Manager' as the selected item. Other sub-menu items include 'Cache Manager', 'Index Manager', 'Manage Stores', 'Order Statuses', and 'Configuration'. Below the menu, a 'Select Range' dropdown is set to 'Last 24 Hours', and a line graph shows a single data point at 8:00 PM. At the bottom, a summary bar displays 'Revenue \$0.00', 'Tax \$0.00', 'Shipping \$0.00', and 'Quantity 1'.

- 4) You'll be prompted to log in to the Magento Connect Manager. Use the same username/password as you use to login to the regular Magento Admin page. Only users with an 'admin role' can access the Magento Connect Manager.



The screenshot shows the Magento Connect Manager login interface. At the top, there is a dark blue header with the text "Magentoconnect MANAGER" in white. Below the header, the main content area is white. In the center, there is a light gray box containing the "Log In" section. This section includes the following text: "Please re-enter your Magento Administration Credentials." and "Only administrators with full permissions will be able to log in." Below this text are two input fields: "Username:" and "Password:". To the right of each label is a white text input box. Below the password field is an orange "Log In" button. At the bottom of the page, there is a small footer with the text: "Help Us to Keep Magento Healthy - [Report All Bugs](#) (Magento Connect Manager ver. 1.7.0.0)" and "Magento is a trademark of Magento, Inc. Copyright © 2012 Magento Inc."

- 5) You will now need to upload the SFC Magento Extension via the '**Direct Package File Upload**' option (see below). Click '**browse**' and select the Magento Extension file provided to you by StoreFront Consulting and click '**upload**'.

The screenshot shows the Magento Connect Manager interface. The 'Settings' tab is active. In the 'Settings' section, the checkbox 'Put store on the maintenance mode while installing/upgrading/backup creation' is checked and highlighted with a red circle and a red arrow. Below this, the 'Install New Extensions' section has a search bar and an 'Install' button. The 'Direct package file upload' section is highlighted with a red circle and contains a 'Browse...' button and an 'Upload' button. The 'Manage Existing Extensions' section shows a list of installed extensions with their versions and actions.

Package Name	Installed	Actions	Summary
Interface_Adminhtml_Default	1.7.0.0 (stable)	[Action]	Default interface for Adminhtml
Interface_Frontend_Base_Default	1.7.0.0 (stable)	[Action]	This is a Magento themes base
Interface_Frontend_Default	1.7.0.0 (stable)	[Action]	Default interface for Frontend
Interface_Install_Default	1.7.0.0 (stable)	[Action]	Default interface for Install
Lib_Google_Checkout	1.5.0.0 (stable)	[Action]	Google Checkout Library
Lib_Js_Calendar	1.51.1.1 (stable)	[Action]	Javascript Calendar for Magento
Lib_Js_Ext	1.7.0.0 (stable)	[Action]	Extjs Javascript Libraries for Magento

- 6) Now that file is uploaded click on the '**Return To Admin**' link on the top right corner of the page.

- 7) Go to System > Cache Management, and click 'Flush Magento Cache', then (when complete) click 'Flush Cache Storage'

The screenshot shows the Magento Enterprise Admin Panel. The top navigation bar includes links for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS, Reports, and System (highlighted). A message banner at the top indicates that cache types are invalidated and provides a link to the Cache Management page. Below this, the 'Cache Storage Management' section is active, showing a table of cache types and their status. Buttons for 'Flush Magento Cache' and 'Flush Cache Storage' are visible. The 'Additional Cache Management' section below shows options for 'Flush Catalog Images Cache' and 'Flush JavaScript/CSS Cache'.

Select All	Unselect All	Select Visible	Unselect Visible	0 Items selected	Actions	Refresh	Submit
Cache Type	Description	Associated Tags	Status				
☐ Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIO	ENABLED				
☐ Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	ENABLED				
☐ Blocks HTML output	Page blocks HTML.	BLOCK_HTML	ENABLED				
☐ Translations	Translation files.	TRANSLATE	ENABLED				
☐ Collections Data	Collection data files.	COLLECTION_DATA	ENABLED				
☐ EAV types and attributes	Entity types declaration cache.	EAV	ENABLED				
☐ Web Services Configuration	Web Services definition files (api.xml).	CONFIO_API	ENABLED				
☐ Web Services Configuration	Web Services definition files (api2.xml).	CONFIO_API2	ENABLED				
☐ Page Cache	Full page caching.	FPC	ENABLED				

Additional Cache Management

Flush Catalog Images Cache Pre-generated product images files.

Flush JavaScript/CSS Cache Themes JavaScript and CSS files combined to one file.

Help Us Keep Magento Healthy - Report All Bugs
Interface Locale: English (United States) / English

Magento ver. 1.12.0.2

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- 8) Go to System > Index Management, and click Re-Index Data for all indexes.

The screenshot shows the Magento Admin Panel Index Management section. The top navigation bar is the same as the previous screenshot. The 'Index Management' section is active, showing a table of indexes and their status. A 'Reindex Data' button is visible. The table lists various indexes such as Product Attributes, Product Prices, Catalog URL Rewrites, Product Flat Data, Category Flat Data, Category Products, Catalog Search Index, Stock Status, and Tag Aggregation Data, each with a 'Reindex Data' link.

Select All	Unselect All	Select Visible	Unselect Visible	0 Items selected	Actions	Reindex Data	Submit
Index	Description	Mode	Status	Update Required	Updated At	Action	
☐ Product Attributes	Index product attributes for layered navigation building	Update on Save	READY	NO	May 3, 2012 9:20:06 AM	Reindex Data	
☐ Product Prices	Index product prices	Update on Save	READY	NO	May 3, 2012 9:20:06 AM	Reindex Data	
☐ Catalog URL Rewrites	Index product and categories URL rewrites	Update on Save	READY	NO	May 3, 2012 9:20:08 AM	Reindex Data	
☐ Product Flat Data	Reorganize EAV product structure to flat structure	Update on Save	READY	NO	May 3, 2012 9:20:12 AM	Reindex Data	
☐ Category Flat Data	Reorganize EAV category structure to flat structure	Update on Save	READY	NO	May 3, 2012 9:20:12 AM	Reindex Data	
☐ Category Products	Indexed category/products association	Update on Save	READY	NO	May 3, 2012 9:20:12 AM	Reindex Data	
☐ Catalog Search Index	Rebuild Catalog product fulltext search index	Update on Save	READY	NO	May 3, 2012 9:20:13 AM	Reindex Data	
☐ Stock Status	Index Product Stock Status	Update on Save	READY	NO	May 3, 2012 9:20:05 AM	Reindex Data	
☐ Tag Aggregation Data	Rebuild Tag aggregation data	Update on Save	READY	NO	May 3, 2012 9:20:13 AM	Reindex Data	

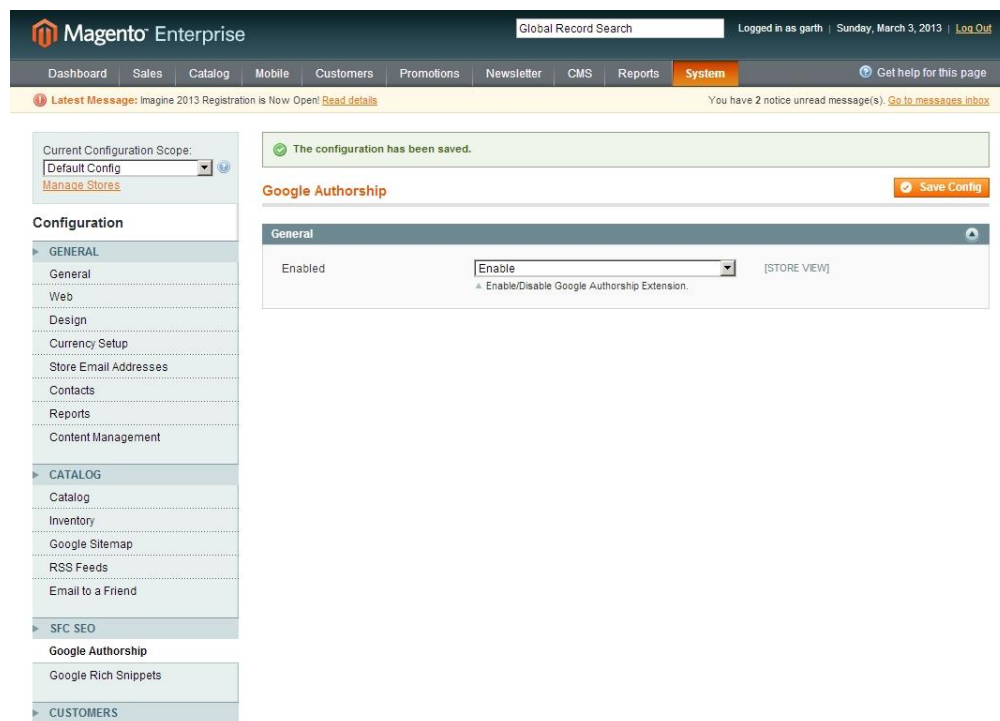
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Magento ver. 1.7.0.0

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Configuration

1. Once the extension is installed on your Magento instance, make sure that the Google Authorship feature is enabled in **System > Configuration**.



2. Make sure you have a Google+ Profile. If you need to create a profile, follow these steps:
 - a. Go to <http://profiles.google.com> and click **Create my profile**.
 - b. Sign in to Google
 - c. Fill out your profile. You must include a clear headshot as your profile photo if you want Google to display enhanced search results.
 - d. Per Google recommendation, make the +1 page of your profile public.

3. Setup your Google+ Profile as Google requires to verify authorship:
 - a. Sign into Google and edit your Google+ profile.
 - b. Make sure your profile links to your Magento site. On the right side of the “About” page of your Google+ profile, there is a place to add “Contributor to” links. Link to your content from the “Contributor to” section.
 - c. Make sure your Google+ profile features a clear headshot.
 - d. Per Google guidelines, make sure your +1 page is public.
 - e. Make sure you verify the email address on your Google+ profile. Find the email address listing on your profile and click the “Verify” button to the right.
4. Create an author record in your Magento instance which links to your Google+ profile. Navigate to **CMS > Google Authors** in the Magento admin panel, then click **Add New Author**. Enter your Google+ profile information and click **Save Author**.

The screenshot shows the Magento Enterprise Admin Panel. The top navigation bar includes links for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS, Reports, and System. The user is logged in as 'garth' on Sunday, March 3, 2013. A sidebar on the left shows 'Author Information' with a 'General' tab selected. The main content area is titled 'Add Author' and contains a form with the following fields:

Author information	
Name	Another Author
Profile URL	https://plus.google.com/11583310344897943889/
Verified Email	another.author@storefrontconsulting.com

At the top of the form, there are buttons for 'Back', 'Reset', 'Save Author', and 'Save And Continue Edit'.

5. Now navigate to a CMS page to apply authorship information. Navigate to **CMS > Pages > Manage Content**. Then click on the CMS page to which you would like to add authorship information. Select the author from the drop down of available authors and click **Save Page**.

The screenshot displays the Magento Enterprise CMS interface. At the top, the header includes the Magento logo, 'Enterprise' branding, a 'Global Record Search' bar, and user information: 'Logged in as garth | Sunday, March 3, 2013 | Log Out'. A navigation menu contains links for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS (highlighted), Reports, and System. A message banner at the top states: 'Latest Message: Imagine 2013 Registration is Now Open! Read details' and 'You have 2 notice unread message(s). Go to messages inbox'.

The main content area is titled 'Edit Page "About Us"'. On the left, a sidebar shows 'Page Information' with sub-links for Content, Design, Meta Data, and Hierarchy. The main panel is divided into two sections: 'Page Information' and 'Google Authorship'.

Page Information Section:

- Page Title ***: Text input field containing 'About Us'.
- URL Key ***: Text input field containing 'about-magento-demo-store'.
- Store View ***: A dropdown menu showing a list of store views:
 - All Store Views
 - Main Website
 - Main Store
 - English
 - French
 - German
 - Private Sales Website
 - Private Sales Store
 - Private Sales View
- Status ***: A dropdown menu set to 'Published'.
- Under Version Control**: A dropdown menu set to 'No'.

Google Authorship Section:

- Select Author**: A dropdown menu with the following options:
 - Some Author
 - No Author
 - Some Author (highlighted)
 - Another Author

6. Make sure you clear Magento's cache and view your page from the frontend of Magento to verify your authorship information is being displayed correctly.

StoreFront Consulting

agile ecommerce development



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus. Duis lobortis. Nulla nec velit. Mauris pulvinar erat non massa. Suspendisse tortor turpis, porta nec, tempus vitae, iaculis semper, pede. Cras vel libero id lectus rhoncus porta.

By [Some Author](#)

vivamus tortor nisi, lobortis in, faucibus et, tempus at, dui. Nunc risus. Proin scelerisque augue. Nam ullamcorper. Phasellus id massa. Pellentesque nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc augue. Aenean sed justo non leo vehicula laoreet. Praesent ipsum libero, auctor ac, tempus nec, tempor nec, justo.

Maecenas ullamcorper, odio vel tempus egestas, dui orci faucibus orci, sit amet aliquet lectus dolor et quam. Pellentesque consequat luctus purus. Nunc et risus. Etiam a nibh. Phasellus dignissim metus eget nisi. Vestibulum sapien dolor, aliquet nec, porta ac, malesuada a, libero. Praesent feugiat purus eget est. Nulla facilisi. Vestibulum tincidunt sapien eu velit. Mauris purus. Maecenas eget mauris eu orci accumsan feugiat. Pellentesque eget velit. Nunc tincidunt.

rhoncus porta. Suspendisse convallis tellis ac enim. Vivamus tortor nisi, lobortis in, faucibus et, tempus at, dui. Nunc risus. Proin scelerisque augue. Nam ullamcorper

Maecenas ullamcorper, odio vel tempus egestas, dui orci faucibus orci, sit amet aliquet lectus dolor et quam. Pellentesque consequat luctus purus.

Nunc et risus. Etiam a nibh. Phasellus dignissim metus eget nisi.

To all of you, from all of us at Magento Demo Store - Thank you and Happy eCommerce!

John Doe

Some important guy

SIGN UP FOR OUR NEWSLETTER:

[Site Map](#)
Search Terms

[About Us](#)
Customer Service

ElementsResourcesNetworkSourcesTimelineProfilesAuditsConsole

<div class="std">
 <div class="page-head">...</div>
 <div class="col3-set">...</div>
 <div class="author-block" style>

 "By
 "

 Some Author

 </div>
</div>
</div>
</div>

Computed Style

Show inherit

Styles

element.style {

}

Matched CSS Rules

media="all" about-magento-demo-stor styles.css::

a {

color: #444;

text-decoration: underline;

}

media="all" about-magento-demo-stor styles.css::

* {

Extension Support, Contact Information and References

Extension Support Provided by [StoreFront Consulting, Inc.](#)

Reach Us via Phone

Hours: 9am - 6pm Eastern Time

Toll Free Voice: 1-866-696-4270

Reach Us via Email

Hours: 24 x 7 x 365

Email: support@storefrontconsulting.com

Follow Up Using Our Support Center

Track your issue using our interactive ticketing system.

Web Site: <http://sfc.zendesk.com/>

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